

NATIONAL

How to use TV to get messages across

EDITOR'S NOTE: This is the second of a four-part series in which Meg Abu Hamdan examines Jordan Television. In the first part, published yesterday, the station's growth and future plans were discussed. Today, some leading programme directors explain how they prefer to tackle the society's problems.

MANY OF JTV's production officials feel, like Programme Director Marwan Khair, that the powerful medium of television should be used to help improve Jordanian society. Their programmes in general tend to be serious pieces of work that try in many different ways to get across the messages and ideas they themselves are committed to.



Margot Malatjalian

Director Saud Al Fayyad's latest drama series "Sun of the Jordan Valley" received a very favourable feedback in the form of letters, telephone calls and personal contact. It deals with agricultural problems associated with the five-year-plan and is shot on location. The people, at whom the series was aimed, could obviously easily identify with the characters, their feelings and dilemmas. Mr. Fayyad, in his usual way, did not offer solutions for their problems, but merely took the facts and laid them before the viewer.

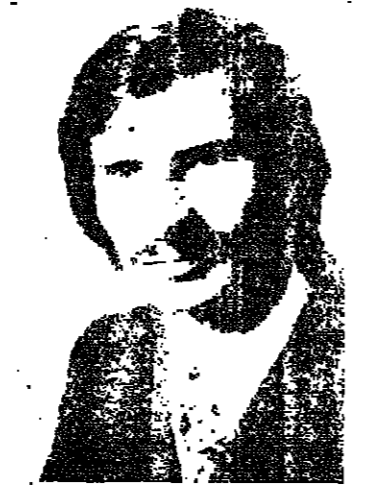
Mr. Fayyad's next drama series "A Village without Roof", deals with the migration of rural populations to the cities. The idea came when he visited a village near Zarqa, where nearly 200 old houses stand empty and roofless, deserted by their people who left to work at the refineries in Zarqa. This was an increasingly common sight in Jordan, but it prompted Mr. Fayyad to comment about how in general, once their villages are left behind, these people forget their land, their culture, their traditions and their life. "Although we are a developing country, we have to have future plans not to turn our backs to our villages. We have to have both cities and rural communities, or

else we will be without any background, any roots," said Mr. Fayyad.

Victoria Omeish, on the other hand, highlights the problems experienced by Jordanian women in a fast changing society, where new values and attitudes often conflict with more traditional roles.

"In ten short years, women have to share the role of providing an income for the family. Work is no longer for prestige or fun, but an economic necessity," she explained.

In her documentaries -- often dramatised -- Miss Omeish examines the negative aspects of certain traditional customs, while emphasising the need to hang onto a past identity. Future programmes planned by this director, whose work often goes out at peak viewing times reflecting the strong feedback, are ambitious, varied and extremely topical. There will be a weekly magazine programme dealing with the educational, medical and psychological aspects of family life; a weekly series on the



Saud Al Fayyad

activities of Jordanian women; as well as 13 documentaries which will feature women in unusual and demanding jobs, women who have overcome serious handicaps, and those who have excelled in their field.

"Please, just a Moment" is the title for her programme in which she will criticise certain attitudes and behaviours that are detrimental to society, while "Good Evening Jordan", planned to go out on both channels, will examine Jordanian traditions and folklore from a "new positive point of view."

Another programme that receives very positive feedback is the daily "Madafat al Haj Mazen". Here, a group of traditionally dressed actors sit together in a set designed like the interior of a typical Jordanian house and chat ad lib about all relevant social problems from the prevention of cholera to state benefits. Simple, spontaneous and enjoyably helpful, it is directed energetically by Ibrahim Abu Rassa.

Fusd Mimi, one of the very few directors making programmes for both channels, reveries up in his attempts to awaken and arouse interest in the art and culture in Jordan. Last season, he covered all the major art and handicraft exhibitions in Amman and is already doing the same for this year. The idea behind his present series "Focus" is to highlight certain individuals who are practising in artistic professions and those who have contributed to Jordanian culture in one way or another.

One area on which much emphasis is being placed, from Director General Mohammad Kamal downwards, is the production of local children's programmes and the Head of children's programming is Margo

Malatjalian. Before her appointment at JTV in 1978, there was no regular planned policy for children's programmes and no section. Since then things have rapidly improved and children now have one hour of local programmes and cartoons every evening. However Miss Malatjalian feels very strongly that it is important to use television in a beneficial way for children and is at present implementing some of her own ideas in order to achieve this.

First, on the basis of her own research, in which she went out to schools all over Jordan to talk to both staff and pupils, she discovered there were many areas

where good locally produced programmes could make up for some of the shortcomings in the children's education.

"I discovered that our children do not read on their own at all," Miss Malatjalian told the Jordan Times. "This is maybe because the schools often employ a very heavily academic curriculum which does not concentrate upon reading or the use of the library."

A new programme called "Our Library", which will encourage children to read, is being planned, as is "Little Hands", a programme designed to stimulate children into drawing, painting and making objects, since Miss Malatjalian

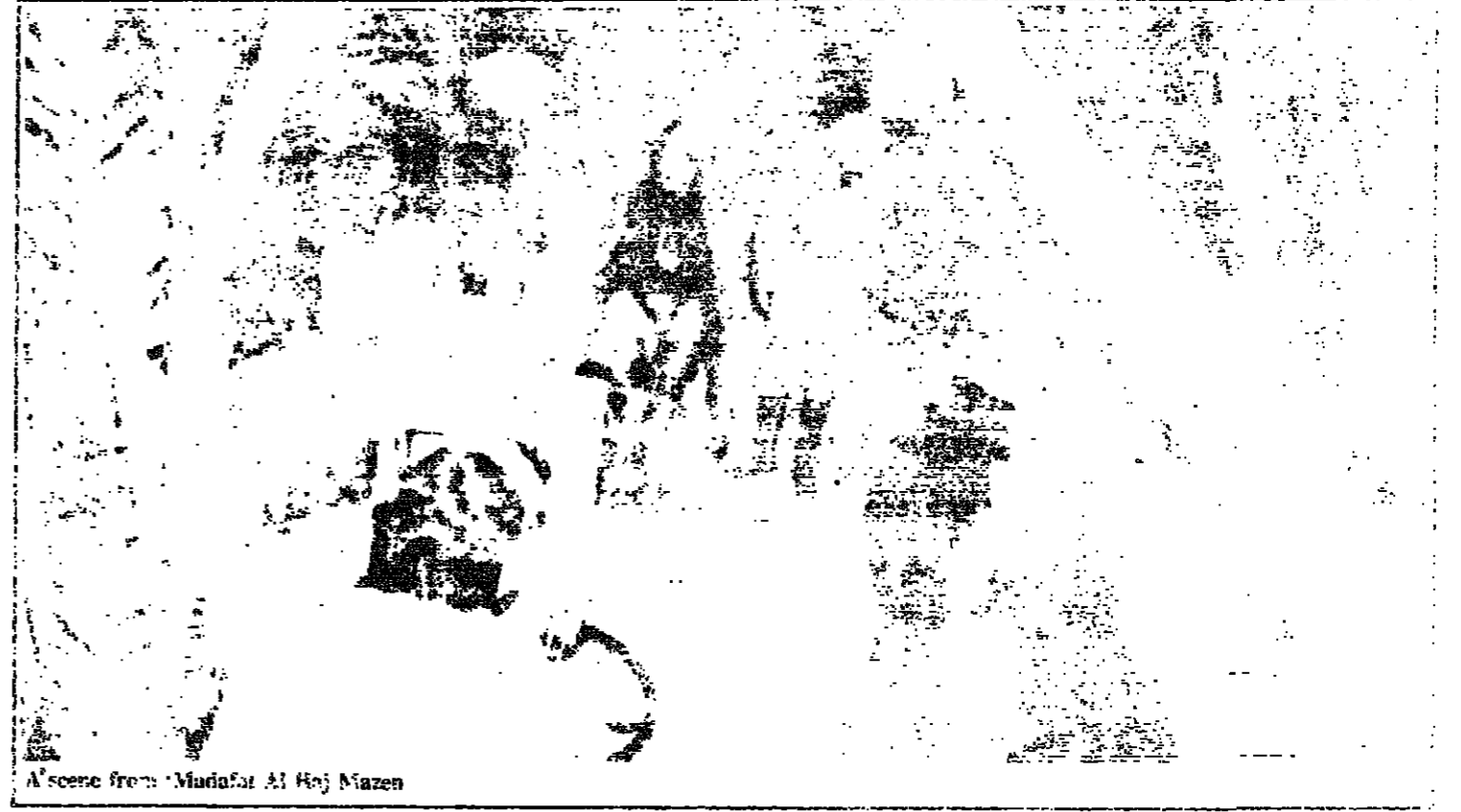
also found that art and handicrafts are not taught or encouraged to a sufficient extent.

Second, Miss Malatjalian wants to form a committee of educationalists, psychologists and sociologists, who will help in the selection of the right material to broadcast.

"Children love cartoons, but that does not mean you should give them what they want all the time, in much the same way as you don't give them too much chocolate as it is bad for their teeth. Programmes ideally should be attractive and appealing but at the same time useful, educational and formative."

One locally made programme which has been fulfilling these objectives weekly over the last two and a half years is the localised version of Thames Television's "Rainbow". Popular with pre-school children, there are still about 300 episodes to come. Also to come will be more dramatisations of universally popular children's classics -- like the recent production JTV filmed of the "Pied Piper".

"I think with a bit of localisation and adaptation we can continue to use these stories until we reach the stage where our own writers can produce more relevant ones," said Miss Malatjalian.



A scene from 'Madafat Al Haj Mazen'

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لدينا في الحادي

SPORTS

W. Indies play Australia in Sydney

SYDNEY, Australia, Nov. 23 (A.P.)—Big scores from Greg Chappell and Allan Border are essential when Australia meets world champions West Indies at the Sydney Cricket ground here tomorrow. This is the first appearance of the West Indians in Sydney and the day-night Benson and Hedges clash with Australia is a perfect launching pad for the popular Caribbean cricketers.

Both Chappell and Border were early victims of Pakistani medium pacer Sikander Bakht in Melbourne yesterday and the Australian lineup isn't sharp enough yet to survive failures by both in the same innings.

Test opener Bruce Laird is an almost certain inclusion in the Australian line-up at the expense of spinner Bruce Yardley.

More records for Guinness book

LONDON, Nov. 23 (R)—A haggis, an oatmeal pudding of lungs and liver boiled in a sheep's stomach, was thrown more than 49.7 metres by Alan Pettigrew at the Ardrossan Highland Games in Scotland this year—a new world record.

A second haggis record was broken when Peter Dowdeswell ate 737 grams in 50 seconds in Bristol, England.

The same man also holds 11 other records for consuming beer, eels, pies, milk, pancakes, jam butties (sandwiches), prunes, eggs, shrimps, cheese and potatoes.

These nuggets of obscure information come to light in the 1982 edition of the world's best known keeper of records, first published in 1955 to settle arguments in English pubs.

The Guinness Book of Records, published by Guinness superlatives and edited by Norris McWhirter, has now sold more

than 42 million copies in 10 languages.

The sports section also provides background to almost every sport from aerobatics to yachting, including rodeo, bullfighting and pelota—the world's fastest ball game.

Did you know that the ancient game of pok-ta-pok, played by the Olmecs in Mexico in the 10th century B.C., is the ancestor of today's basketball?

The German game of heidenwerfen—which means 'throwing pagans'—was in fact nine pins and later grew to ten pins after it was exported to America in the 17th century.

Sport is growing with the times. An estimated 70,000 runners took part in the annual round the bays 10.5 km run in Auckland, New Zealand, on March 28 this year.

But in the animal kingdom a racehorse, Easy Jet, surpassed all rivals except a few of the richest human multi-millionaires when it

was syndicated for stud in the United States this year for \$30m.

The prestige of featuring in this mammoth almanac inspires people to the limits of their imagination and endurance.

One of the largest sportsmen to make a claim is a retired miner from Czechoslovakia who headed a football 64 1/2 times in 47 minutes.

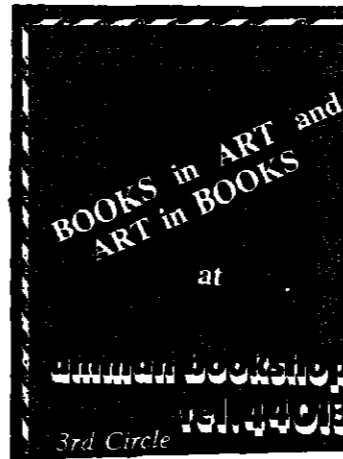
Jan Melisik, the 59-year-old ex-miner, suffered a severe heart attack two years ago but has still trained 90 minutes daily for the past 13 years.

The most testing feat of all perhaps belongs to the late Terry Fox, a cancer victim who ran 5,374 km in 143 days across Canada last year, raising nearly \$10 m for cancer research on his 'marathon of hope'.

To deter the lunatic fringe, the editor says records for eating such potentially dangerous things as live ants and raw eggs with shells will not be published.

El Salvador, Honduras qualify

TEGUCIGALPA, Honduras, Nov. 23 (R)—Host side Honduras and El Salvador will travel to Spain next year for the World Soccer Cup finals after a disappointing three-week qualifying (CONCACAF) tournament ended here today.



GOREN BRIDGE

BY CHARLES H. GOREN
© 1981 by Chicago Tribune

North-South vulnerable.
East deals.

NORTH
♦ 109
♥ 964
♦ QJ85
♣ 9875

EAST
♦ AKJ85
♥ A32
♦ AK3
♣ 102

SOUTH
♦ Q2
♥ K
♦ 1072
♣ AKQJ643

The bidding:
East South West North
1 ♦ 3 NT Pass Pass
Dble. Pass Pass Pass
Opening lead: Queen of ♣.

The average player expects to make a normal number of errors during a session of play. However, he tends to think that the expert is immune to such human failings—an impression perhaps fostered by bridge columns. Nothing could be further from the truth! Just as the expert has a tremendous talent for making the right play, every now and then he will commit a spectacular gaffe. This example is from the European Championship some years ago, with two of Europe's finest players sitting North.

South.

The bidding needs some explanation. The opening bid was the artificial club used by proponents of the Roman System to cover a wide variety of hands—in this case, opener intended to describe a strong, balanced hand with his rebid. That is what his double showed. South's jump to three no trump was gambling, based on a long, strong minor and some outside cards. North was over-impressed with his queen-jack of diamonds when he elected to pass in the close-out seat—prudence seems to suggest a retreat to four clubs, which was obviously his partner's suit. We will never know where East-West would have ended up had North not passed.

Fortunately for the defenders, West could not lead a club even if he wanted to. Instead, he made his natural lead of the queen of hearts. East rose with the ace and declarer's king was a pleasant surprise for the defenders! To cut a long story short, when the queen of spades dropped as well, the defenders ended up collecting all thirteen tricks for a penalty of 2,600 points.

Even that was not a record for the European Championship. However, North's comment at the end is worth preserving for the record: "Well, we're an old partnership. It happens to us all the time!"

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FEATURES

The oil industry Experience as important as capital

To launch your own oil company successfully you may need as little as a thousand dollars. David Chalmers found. The other ingredient is 25 years' experience.

By Paul Betts

How do you build an integrated oil company in eight years starting off with \$1000 in the bank? The answer is by the Chalmers method.

David Chalmers is a Texas oilman. He is 56, talks and looks like a Texas oilman. He is self-effacing, speaks in a quiet drawl and is most comfortable when talking about oil. Today he is president and sole owner of Coral Petroleum, a private oil company which, with a turnover of \$5.5 billion in 1980-81, put it among the top five oil companies based in Houston, the undisputed capital of the U.S. oil business.

He started Coral Petroleum in 1973. "You will probably find it hard to believe, but I took a thousand bucks, put it in the bank, and that was the capital of the company." He has never looked back.

Listening to Chalmers, you could believe that there is nothing easier than starting an oil company. You do not even need much capital. But his company grew out of 25 years' experience in the industry.

Chalmers went to an Ivy League college. When he left Dartmouth, he decided to become a roughneck on an oil rig and started to learn the business from the ground up. He then went to work for a small independent company as a land manager, buying and administering leases. The company was subsequently bought by Tenneco.

the large diversified energy company where Chalmers became an executive in the oil supply and distribution part of the business.

"That was a unique place to be," he recalls. "It's the hub of the wheel." From this position involving the sale and acquisition of oil, the distribution of the company's oil production, and basically overseeing the oil coming in and then going out for processing in refineries, Chalmers soon became familiar not only with the domestic industry but with the broad international oil scene.

And with this experience behind him, he went off in 1967 to work for one of the mavericks of the American oil industry, Dr. Armand Hammer of Occidental Petroleum.

Initially he looked after Occidental's European operations from Houston, commuting regularly to Europe. In May 1968, he became president of Jefferson Lake Petrochemicals of Canada, a Calgary-based outfit, 58 per cent owned by Occidental.

Five years later he decided to go to the bank and lay down his thousand dollars.

Coral Petroleum did not start along the conventional lines of an integrated oil company but as an oil and gas trading company.

"Primarily this was a way of generating instant cash flow with the idea of taking the cash flow from the trading operations and putting it into hard assets, both in the ground or in the distribution

end," says Chalmers.

The trading business developed. Chalmers' activities became more sophisticated and he started building up some staff. He also started processing oil in third party refineries. And as the cash flow grew, he was able to finance more deals and more complex ventures.

Finally, in May 1975, he bought his first real asset. He purchased a tiny refinery in Alabama called Vulcan Asphalt with a 2,500 barrels a day capacity. "A piece of junk, really in the middle of nowhere," Chalmers says flatly. But the refinery has since been upgraded and refines up to 12,000 barrels a day of heavy Venezuelan crude.

Concurrently, Chalmers was expanding his trading activities in the international sector from his company's subsidiary offshoot in Bermuda. He built up more capacity and in the latter part of the 1970s started putting money into other people's exploration programmes. In turn, he started his own exploration programme.

Today, Coral owns 120,000 net acres of oil and gas land holdings in North America.

Always hungry for expansion -- both at the upstream and the downstream end of the business -- in 1977 Chalmers started acquiring shares of Pacific Resources, which owns a 68,000 barrels a day refinery in Hawaii.

By last year, Chalmers had accumulated about 10 per cent of Pacific Resources. He was elected to the company's board although the Hawaiian company had always been wary in the past of letting non-islanders, fearful that non-islanders might threaten the company's loyalty to Hawaii and the islands' oil supplies.

To show that Pacific Resources -- or Hawaii for that matter -- need not be concerned by his Texan drawl, Chalmers established Honolulu as the headquarters of Coral Industries, the new holding company for the entire Coral Petroleum group. He

also gave \$50,000 to the University of Hawaii to fund an energy chair in Coral's name.

But Chalmers and Pacific Resources ran into a snag. Chalmers indicated that he intended to increase his holding to at least 15 per cent, while Pacific Resources entered into a letter of intent with the Kuwait National Oil Company to set up a joint venture whereby the Kuwait company would provide \$185 million in cash and guarantee the refinery 50 per cent of its crude oil supply needs.

To back Chalmers, Pacific Resources filed a lawsuit alleging that he was attempting a takeover of the company. Chalmers countered. Finally after six weeks, the matter was settled out of court. Chalmers left the Pacific Resources board, and the company of his share and agreed not to buy any of the company's stock for ten years. But he kept a lot of money out of it.

But the Pacific Resources saga was not the only thing worrying Chalmers. In 1978, he also bought United Refining, a company of Warren, Pennsylvania, for \$20 million in cash. "The deal was the last December and finished in February," he says. "I had with United Refining, he acquired a company with more than \$200 million in annual sales, a state-of-the-art refinery, and a wide network of 279 service stations, of which 40 are Coral-owned and the remainder independent. In Pennsylvania, that's a big thing. You're talking about 200,000 gallons a number of brand names including Amstar, Sunoco, Sunoco, and others.

Although he has not yet paid for the refinery, because of the result of the game oil market, Chalmers says, "I've made money, not a lot but then lots of companies lose money."

—Financial Times News Service



The Boeing 707 is the most common...

The Boeing 707

The Boeing 707 is the most common... (Text is very faint and difficult to read due to image quality.)

EDUCATION SEEN FOR SALE

EDUCATION SEEN FOR SALE... (Text is very faint and difficult to read.)

JUMBLE

Unscramble these four Jumbles, one letter to each square, to form four ordinary words.

RIOLY
□ □ □ □ □ □ □ □

GNLST
□ □ □ □ □ □ □ □

BOEDUL
□ □ □ □ □ □ □ □

SPEGOL
□ □ □ □ □ □ □ □

Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon.

Print answer here: A "□ □ □ □ □ □ □ □"

(Answers tomorrow)

Saturday's Jumbles: BILGE MOTIF LOTION FINISH
Answer: How people who live "loose" lives sometimes end up — "TIGHT"

THE BETTER HALF

By Winifred

"Parker is the perfect employee... he doesn't have the courage to quit and who would hire him anyway?"

Peanuts

YES MA'AM, I WALKED TO SCHOOL IN THE RAIN...
THAT DRIPPING SOUND IS THE PITTER-PATTER OF RAINWATER FALLING GENTLY TO THE FLOOR.
DRIP DRIP DRIP
UNDER DIFFERENT CONDITIONS, DRIP MIGHT BE CONSIDERED A PITTER.

Mutt 'n' Jeff

OH GREAT! DINNER'S NOT EVEN STARTED!
MAY I INTERRUPT THE PROGRAM TO BRING YOU A WORD FROM YOUR SPONSOR?
HOW ABOUT SOMETHING LIKE...
...LUNCH...
...LUNCH...
...LUNCH...

Andy Capp

HI THERE, JULIE! I HEAR YOU'VE NAMED THE DAY.
WELL, I'M GETTIN' NO YOUNGER, FLO.
AM I DON'T FANCY ENDIN' UP ON MY OWN — I'M THE SORT OF GIRL WHO NEEDS COMPANIONSHIP.
COMPANIONSHIP... THAT'S THE ONLY THING I'VE EVER BEEN FORGETTIN' MARRIED.

Large grid of small text or images, possibly a crossword puzzle or a list of items. The text is extremely faint and illegible.

July 1971

